



AdvancedTCA Summit
October 16-18, 2007
Santa Clara Convention
Center

Dear Tutorial Participant:

Thank you for agreeing to participate in a tutorial at the AdvancedTCA Summit 2008 to be held at the Santa Clara Convention Center in Santa Clara, California on October 21 - 23, 2008. The Tutorial Organizer will inform you as to when your talk is scheduled and how long it will run.

Note that there may be changes to the schedule. Please check the website for possible updates to your Session. <http://www.advancedtcasummit.com/English/Conference/Program.html>

You must register for the conference (no exceptions) on the Web at www.advancedtcasummit.com. Use the speaker registration to get the reduced speaker fee. You will have to pay the full fee if you do not pre-register.

We include in this file:

- Instructions to help you plan your talk.
- Sample page to use as a guide for submitting brief statement to be published in the Proceedings.
- Summit Overview
- Request for Biographical information
- Transfer of copyright form which you should fill out and return to Ellen with your PowerPoint presentation. If your presentation will not be ready in time for the Proceedings, please submit a one-page statement (see attached example).

Send your Biographical information, Transfer of Copyright, and PowerPoint presentation (or one-page statement) to:

ellen@advancedtcasummit.com

Subject: AdvancedTCA Summit

Due date for material to be included In the Proceedings Is *** SEPTEMBER 12, 2008 ***

Sincerely yours,

Lance A. Leventhal
Program Chairperson, AdvancedTCA Summit
lance@advancedtcasummit.com

TUTORIAL PARTICIPANT INSTRUCTIONS

INTRODUCTION

Please remember that the AdvancedTCA Summit is a technical event. You can use your company's products as examples, but avoid sales pitches or detailed product descriptions. Keep your basic talk general and emphasize technical issues and questions.

PREPARING YOUR TALK

Organization

The main constraint is the time limit. Tutorial talks will last 30 to 40 minutes, including a few minutes of questions and discussion. This limit restricts how many technical points you can expect your audience to absorb. A good guideline is to have no more than 15.

Visual Aids

You should plan a slide for each key point. Each slide should have at most five major supporting concepts. When using PowerPoint, try not to overdo things. Small print, tiny figures, and odd color combinations can make your slides completely unreadable. We suggest you limit your text to 30 words per slide, and put figures and graphs on separate slides rather than crowding them in with the text.

You should have an initial slide with the title of your talk and your contact information (name, job title, affiliation, address, telephone, and e-mail). You should also have a final slide covering sources of further information, such as books, magazines, conferences, technical societies, standards groups, and Web sites. A few good sources (say, 3 to 5) will do the job.

Please provide a copy of your PowerPoint presentation for the Proceedings and for posting on the Website after the event (send a copy to webmaster@advancedtcasummit.com).

Timing

You can expect to speak about six sentences per slide, which normally runs 1 to 1 1/2 minutes. If you have 20 slides, your basic presentation will run thirty minutes. This leaves five minutes for an introduction and a summary for each section.

Improving Your Mechanics

Jot down a few words to start your train of thought at each point. Be sure to add to the slides; don't just repeat what the audience can already see.

Try to make your talk interesting. Vary your approach, speed, style, and tone. Humor can help if it isn't in bad taste or insulting. Be sure to make eye contact with your audience (and not just with one person). Do not stare at your notes, the screen, or the floor. And keep your hands out of your pockets!!! Also be careful not to stand in front of the screen, talk into the screen or the floor, or pace back and forth.

Get your audience involved in your talk. Ask questions about people's backgrounds, interests, or major concerns, and note the responses. You may also want to pose hypothetical questions to get your audience thinking about how your talk relates to them.

Sample One-Page Statement for *Proceedings*

THE ROLE OF ADVANCEDTCA IN NEANDERTHAL APPLICATIONS

Rebecca M. Sharp and Ernest R. Worthing
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Service provisioning in AdvancedTCA platforms has become a critical issue in evolving next-generation telecommunications architectural development. Multi-protocol capabilities, greatly reduced capex and opex, carrier-grade performance, and high-availability are all important considerations in developing today's telecom infrastructure solutions. Tools such as applications platforms, compliant middleware packages, high-performance serial fabrics, and flexible quality-of-service measures provide the required synergy for categorizing convergent AdvancedTCA paradigms.

Rebecca M. Sharp is an AdvancedTCA Product Manager at Jurassic Computer Enterprises. She was formerly the Chief Winged Monkey at the Wicked Witch's Castle. She received her B.A. degree in embezzlement from the Western New Guinea Correspondence School of Telecom Platform Development. Ernest R. Worthing is a Staff Development Engineer at Jurassic Computer Enterprises. He was previously an assistant saber-toothed tiger at the La Brea Tar Pits.

Copies of the presentation are available at
www.jurassic.com/garbage/slides or by e-mailing
rsharp@jurassic.com.

Jurassic Computer Enterprises specializes in providing AdvancedTCA solutions for the pornography, archaeology, and UFO industries. In business since 1357, it focuses on methods for avoiding legal intercept and disclosure.

KEY HINTS FOR SPEAKERS

- Don't put too much on your slides. 30 words should be the maximum. And please no tiny figures or charts no one can read.
- Limit your lists to 3-5 points (shown to be the most people can comprehend at one time). If you have more, drop the less important ones or combine points into groups.
- Conclude your talk by indicating the 1 or 2 major ideas you think the audience should remember.
- Keep your hands out of your pockets!

OVERVIEW of the SUMMIT

The AdvancedTCA Summit will be held on October 21 - 23, 2008 at the Santa Clara Convention Center in Santa Clara, California. The Web site is at www.advancedtcasummit.com.

GENERAL SCHEDULE

Tuesday, October 21

Forums and Year-in-Review Session

Wednesday, October 22

Tutorials
General Sessions
Keynotes
Exhibits
Reception
Chat with the Experts

Thursday, October 23

General Sessions
Special Market Research Session
Keynotes
Exhibits
Special Open Tutorial

PROCEEDINGS MATERIALS

DUE DATE:

In order for us to include a panelist's presentation in the Proceedings CD, it must be received by Ellen Thro no later than *** SEPTEMBER 12, 2008 ***. Please encourage presenters to send their input: PowerPoint or one-page position statement for the Proceedings to Ellen on time.

Please send all materials *** IN .DOC (TEXT) OR .PPT (PowerPoint) FORMAT *** to:
Ellen Thro, ellen@advancedtcasummit.com

Subject: AdvancedTCA Summit

POWERPOINT TEMPLATES

Three sample PowerPoint templates are available on the Website **For Speakers** page:

http://www.advancedtcasummit.com/English/For_Speakers/For_Speakers.html

The **For Speakers** webpage also lists "important dates" for you and your panelists to remember.

- Submit your presentation for the Summit Proceedings no later than September 12.
- Register online for speaker's badge by October 15.
- Make hotel reservations before Saturday, September 29.

CORRESPONDENCE

Direct all correspondence and inquiries about the conference to:

CONFERENCE MANAGER:

Chip Stockton
Conference ConCepts
12463 Rancho Bernardo Rd #373
San Diego CA 92128
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Fax - (858) 673-1375

PROGRAM CHAIRPERSON:

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CONFERENCE CHAIRPERSON

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EXHIBIT SALES:

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Fax - (707) 998-1781

REQUEST FOR BIOGRAPHICAL STATEMENT

Name:
Phonetic pronunciation:

Date:

Address:

City:
State/Province:
Zip/Postal Code:

Country (if not US):

Phone:
E-mail:
Fax:

Current Employer:
Job Title:

Biographical Statement (100 words or less):

If I cannot participate, I suggest the following person as my replacement:

Name:
Title:
Company:
Address:

City:
State/Province:
Zip/Postal Code:
Phone:
E-mail:
Fax:

Please return this completed statement to:
ellen@advancedtcasummit.com

Subject: AdvancedTCA Summit

TRANSFER OF COPYRIGHT

This form simply gives the Summit the right to publish your materials in the Proceedings. It does not preclude you from using or publishing them elsewhere or convey any ownership rights whatsoever.

Title of work:

Authors:

IMPORTANT NOTE: The primary author must sign this form.

I hereby transfer exclusively to the AdvancedTCA Summit, all rights granted to me by the copyright laws of the United States of America and other countries, subject to the reservations below:

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I warrant that the above work has not been previously published elsewhere, or, if it has, that I have obtained permission for its publication by the AdvancedTCA Summit and that I will promptly supply the AdvancedTCA Summit with wording for crediting the original publication and copyright owner.

Date:

Signature of primary author (Options: use digital signature OR sign in ink and fax this page to Ellen Thro at 858-457-0946 OR sign this page in ink, convert it to PDF format, and email it to ellen@advancedtcasummit.com):

Type your name:

Please return an executed copy of this form to:

ellen@advancedtcasummit.com

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